

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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MAYCA FOODSERVICE COMPANY FROM COSTA RICA

Report Categories:

Promotion Opportunities

Approved By:

Kelly Stange, Agricultural Attaché

Prepared By:

Illeana Ramírez, Ag. Marketing Spec.

Report Highlights:

Mayca Foodservice is expanding operations and looking for new products to import that compliment their specialization in canned food, meats, bakery, food service supplies and cleaning products for hotels, restaurants, fast food chains and bakeries.

General Information:

Mayca, one of the largest foodservice companies in Costa Rica will invest \$6 million in the next three years to open 15 new stores, called, “self-service stores” in Costa Rica. Basically these new outlets will follow the popular format of a membership warehouse club with wholesale prices, but without the membership fees. The target clients will be food service operations, such as medium and small restaurants or mini-markets, but also be available to individual consumers. The first stores were open this year in three different cities: Alajuela, Heredia and San Sebastian. This company is expecting to open two more in Curridabat and two in Escazu.

The idea to introduce a new store format was mainly to reduce the time it takes to purchase a product. The self-service system is characterized by exhibiting the products in wholesale, larger volumes which allows clients to buy in bulk what they need for their companies.

Mayca specializes in canned food, meats, bakery, food service supplies and cleaning products for hotels, restaurants, fast food chains and bakeries. Total imports for Mayca were US\$ 12,427,000 in 2010, which grew 15% in 2011 to US\$ 14,287,000. The company is looking at expanding its portfolio of products and is especially interested in desserts, such as cheesecakes, high quality meats, and confectionary decoration products. French fries are the star product of the company with imports reaching 72 containers a year. Although they currently source French fries from the U.S. company Lamb Weston, they are interested expanding their selection of French fry brands.

By January, they will have five new stores operating and from 2012 to 2013 they expect to open ten more.

Another feature of the company is providing training on how to use the products they sell. This increases their customers’ market knowledge and product education since their niche is mainly small and medium sized businesses. The Mayca facility has a training room with a full commercial kitchen to teach businesses how to organize and prepare a menu, to look for new food options and food trends at affordable prices for their market segment. The new stores will also have training rooms with a full kitchen to teach how to handle foods properly and also conduct training on menu preparations.

Mayca has exclusive representation for several products from different countries, mainly the United States, which they distribute to their end clientele.